



EMD

**Washington Military Department
Emergency Management Division**



Unit 6: Workshop Summary



Workshop Summary

We have reviewed:

- State Assistance to Local Jurisdictions
- Your Authorities in Emergency Management
- Your Role before, during response, and after an incident
- Public Officials Role within the National Incident Management (NIMS) System
- Public Information and Emergencies



The “Rudy” Role...



The role of chief elected official (who ever is in-charge) is to give the response effort a familiar face – converting the public’s image of the response or mitigation effort from an “It” to a “We”

A good spokesperson:

- Is recognizable or a subject matter expert.
- Will connect with the public / audience and is trusted by them.
- Does not just read a statement but is the statement.
- Defers and refers to experts on technical matters.
- Should gain support for the response / recover / mitigation effort and related organizations.
- Can reduce the incidence of injury, illness or death, as well as potential damage in the poll of public opinion.





Conclusion

- Charge you to:
 - Meet with Local Emergency Manager soon...
 - Instill the principles learned today...
 - Read Disaster Assistance Guidebook...

